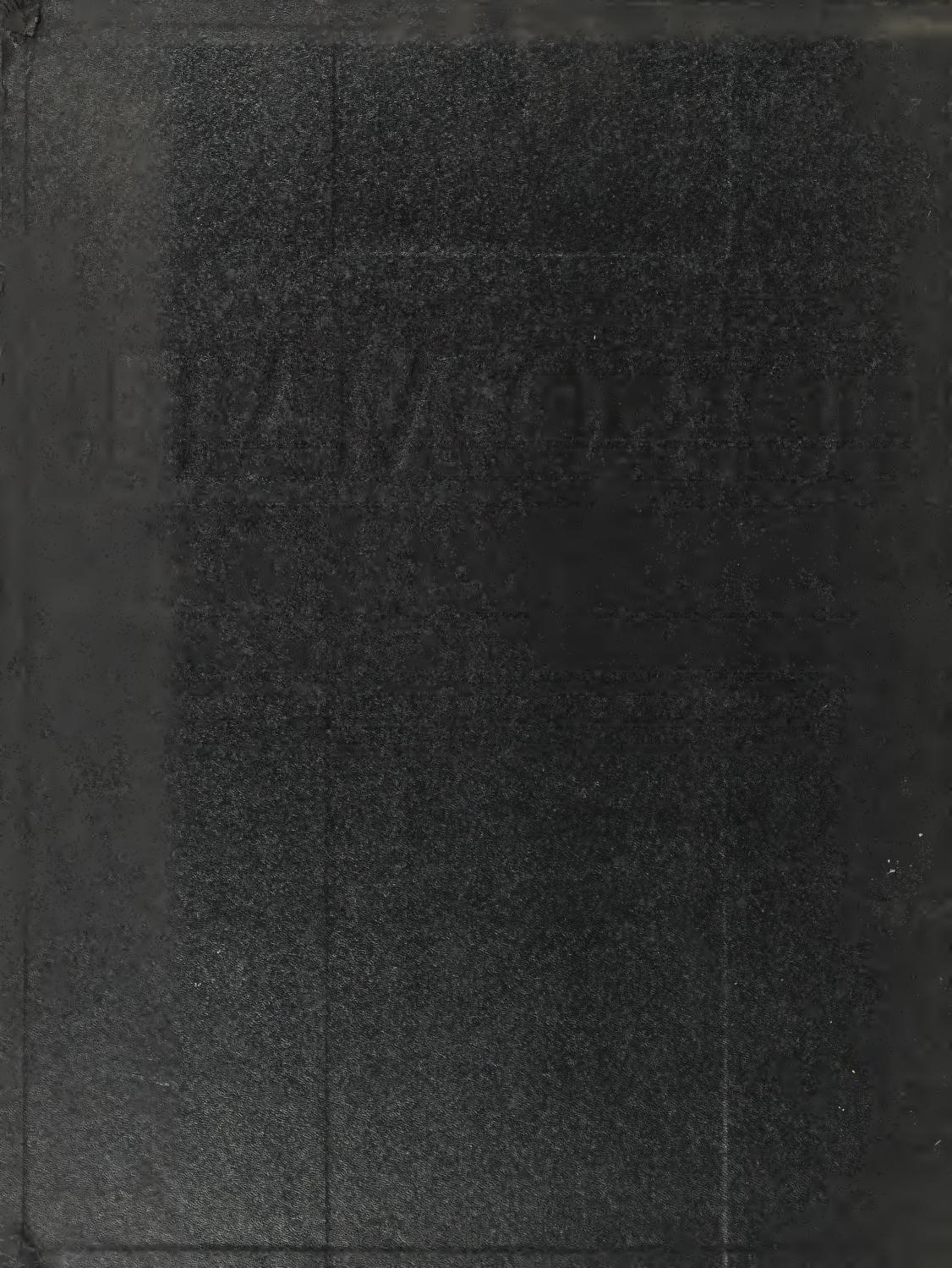


M00R*0*MAIIC

UNIVERSAL COLOR SYSTEM



* * * NIVERSAL COLOR

More than 1400 automatically tinted paint colors—available in a wide variety of top quality MOORE'S Paint Products for interior or exterior surfaces.

To simplify color selection, the paint colors shown in this book have been mounted on removable strips. To coordinate paint colors with decorative furnishings, remove one or more strips and place next to fabrics, wallpaper or floor covering. Color harmony can be checked in any part of the store and under varying lighting conditions.

Color Chips numbered 1-1 through 13-72—feature clear, bright tints and shades plus moderately toned versions of each color. They cover the full spectrum from Yellows through Reds, Blues and Greens.

Color Chips numbered 14-1 through 15-22 —consist of Off-Whites and very delicate Pastels. Used primarily for large wall areas. These colors are available in gallons only.

Color Chips numbered 15-1A through 15-22A—these colors are also Off-Whites and Pastels. However, the colors in this series can be obtained in both gallons and quarts.

Color Chips numbered 16-1 through 17-72—cover a broad range of currently popular Beiges, Neutrals and Grays.

Color Chips numbered 18-1 through 18-72—are composed of, subtly-toned tints and shades arranged in spectrum sequence. Especially in demand for traditional or sophisticated decorating

Color Chips numbered 18-73 through 18-132—are a selection of rich earthtone colors so popular for today's interior or exterior decorating. They include deep Browns, Terracottas, Camels and warm Neutrals.

Color Chips numbered 19-33 through 20-72—are quiet, easy to live with Grays, Gray-Greens and Olives suitable for any decor.

Color Chips numbered 30-1 through 31-36—are bright and dark accent colors for special effects on walls and furniture or shutters and trim. These colors are available in the following products: REGAL WALL SATIN, ALKYD SANI-FLAT, REGAL AQUAGLO. REGAL AQUAVELVET, SATIN IMPERVO ENAMEL, IMPERVO.

Most colors can be made from the following group of nationally known MOORE'S Paint Products:

INTERIOR

REGAL WALL SATIN Latex Flat Wall Paint

ALKYD SANI-FLAT High-Hiding Wall Paint

DULAMEL EGGSHELL Low Sheen Enamel

REGAL AQUAVELVET Latex Eggshell Flat Enamel

High Gloss Alkyd Enamel (Interior and Exterior)

REGAL AQUAGLO

ALKYD DULAMEL

IMPERVO ENAMEL

Latex Satin Finish Enamel

Low Lustre Alkyd Enamel

Semi-Gloss Alkyd Enamel

SATIN IMPERVO ENAMEL

EXTERIOR

MOORGARD Low Lustre Latex House Paint

PENTAFLEX Alkyd Flat Exterior Paint

MOORE'S HOUSE PAINT

High Gloss—Alkyd Base

POLYSILICONE High Gloss Enamel

See your Benjamin Moore Dealer for information on other specialty products available in custom colors

Base paints for each of the above products are tinted automatically and accurately by the MOOR-O-MATIC Machine. Interior products feature smooth application and easy cleaning-exterior products, durability and color retention.

Your Benjamin Moore & Co. Dealer will tint on request any of the lovely colors shown in this book. Most colors can be ordered in container sizes of one quart or more. Please specify by number



Since all color chips are affected by age, light, heat and mechanical coating processes, the paint chips in this book may vary slightly in color or finish from the actual paint in the container.

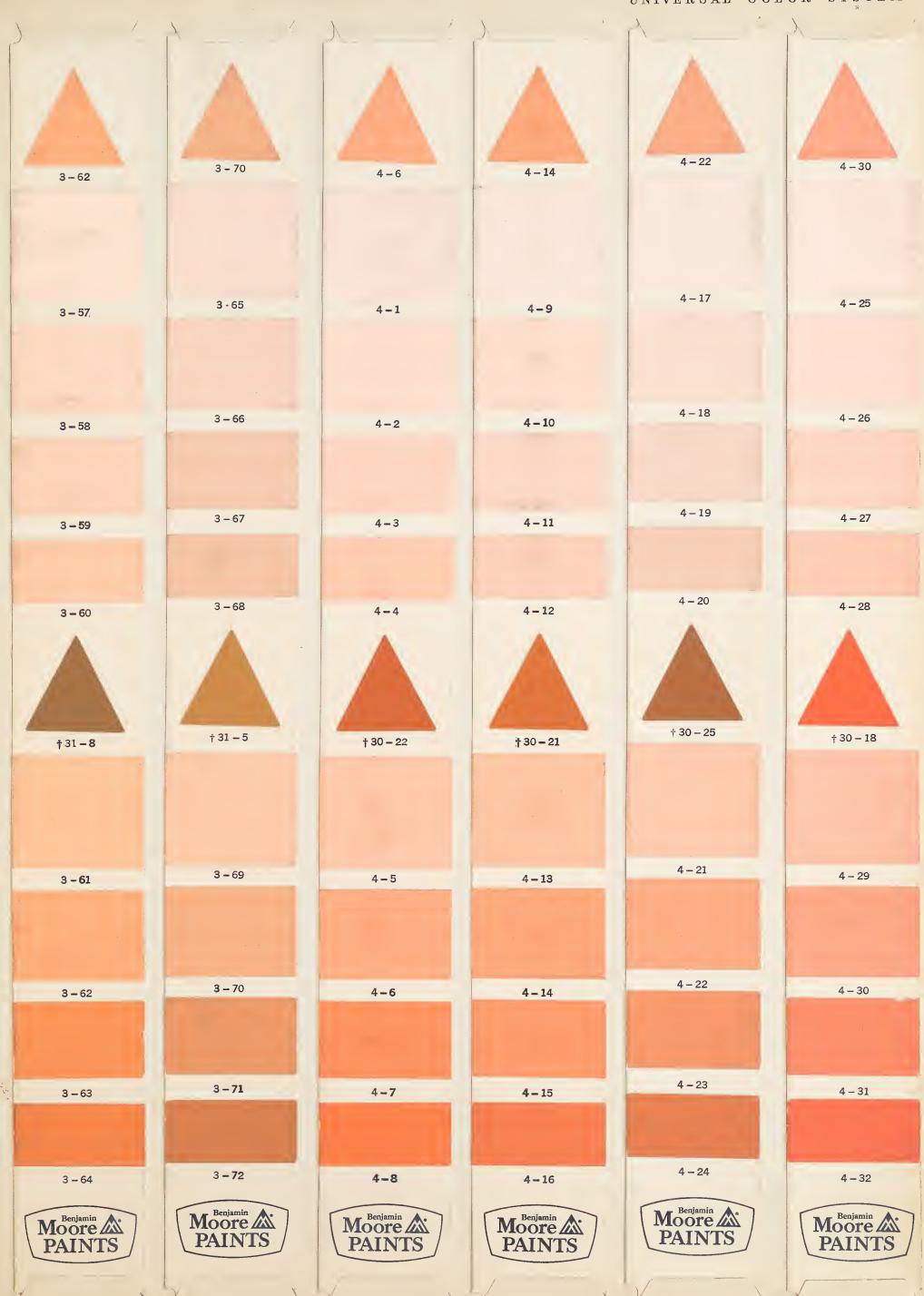




,		<u>)</u>	k)	LOR SYSTEM
2-38	2-46	2 - 54	2-62	2-70	3 - 6
2-33	2 - 41	2 – 49	2 – 57	2 – 65	3 - 1
2-34	2 – 42	2 - 50	2 – 58	2 – 66	3 - 2
2-35	2 – 43	2-51	2 – 59	2 - 67	3 - 3
2-36 †30-10	2 - 44 † 31 - 6	2 - 52 † 30 - 7	2-60	2 - 68 † 31 - 7	3 · 4 † 30 · 4
750 10	131-0	100 = 20	†31 – 3		
2-37	2 - 45	2 - 53	2-61	2-69	3 - 5
2-38	2 – 46	2 – 54	2-62	2-70	3 - 6
2-39	2 – 47	2 – 55	2 - 63	2-71	3.7
Moore PAINTS	Moore A PAINTS	Moore A PAINTS	Moore PAINTS	Moore A PAINTS	Moore A: PAINTS

MOOR * O * MATIC * OLOR SYSTEM

1	OLOR SYSTEM	\	1	•	,
19	20	21	22		-
3 - 14	3 - 22	3 - 30	3 - 38	3 - 46	3 - 54
3-9	3 - 17	3 - 25	3 - 33	3-41	3 - 49
3-10	3 - 18	3 - 26	3 - 34	3 - 42	3 - 50
3-11	3 - 19	3 - 27	3 - 35	3 - 43	3 - 51
3-11	S-15	3-2/		•	
3 – 12	3 - 20	3 - 28	3 - 36	3 - 44	3 - 52
†30-8	† 30 - 8	†30-5	†30-9	† 30 - 11	† 30 - 16
3 - 13	3 - 21	3 - 29	3 - 37	3 - 45	3 - 53
					A
3-14	3 - 22	3-30	3 - 38	3 • 46	3 - 54
2 15	3 - 23	3 - 31	3 - 39	3 - 47	3 - 55
3 – 15	3 - 23	0.01			
3-16	3 - 24	3 - 32	3 - 40	3 - 48	3 - 56
Moore & PAINTS	Moore A PAINTS	Moore A PAINTS	Moore A PAINTS	Moore A PAINTS	Moore A: PAINTS

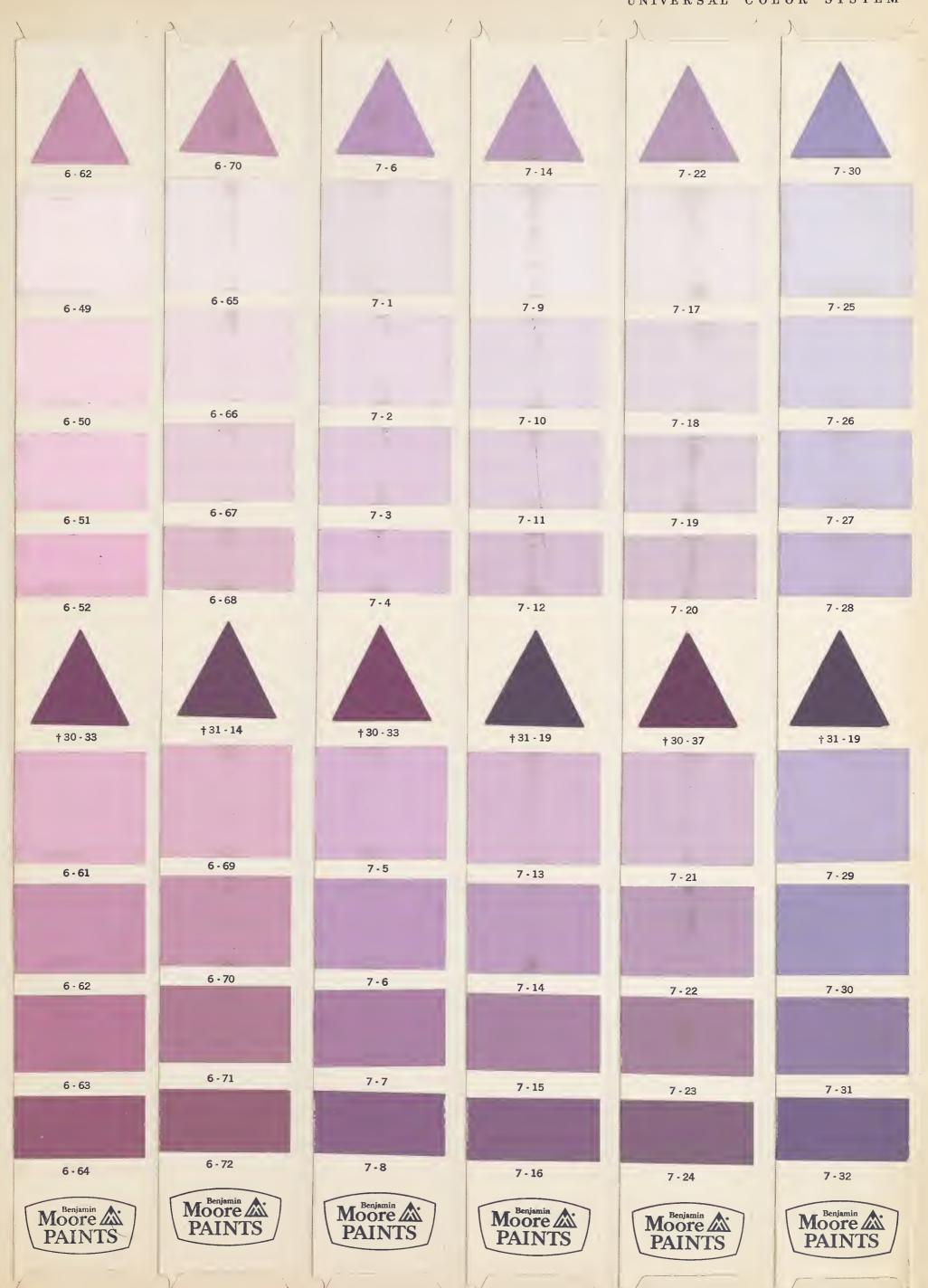


MOOR * O * MATIC * UNIVERSAL COLOR SYSTEM

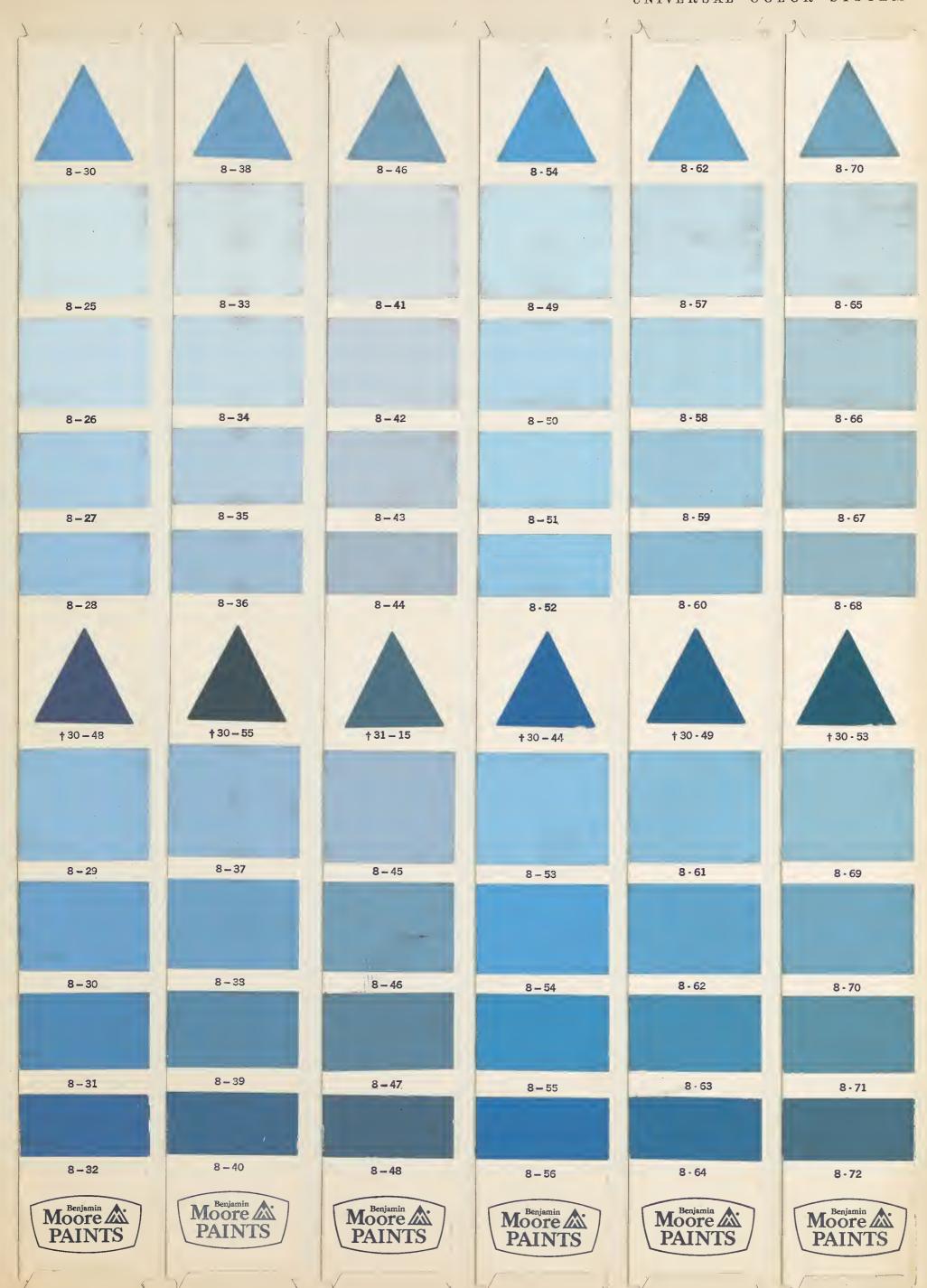
UNIVERSAL CO	LOK SYSTEM	,	1		,
4 - 38	4 - 46	4 - 54	4 - 62	4 - 70	5 - 6
4 - 33	4 - 41	4 49	4 - 57	4 - 65	5 - 1
4 - 34	4 - 42	4 – 50	4 - 58	4 - 66	5 - 2
4 - 35	4 - 43	4 - 51	4 - 59	4 - 67	5 - 3
4 - 36 † 30 - 22	4 · 44 † 31 · 12	4 - 52 † 30 - 19	4 · 60 † 30 · 26	† 30 - 23	† 30 - 19
4 · 37	4 - 45	4 - 53	4-61	4 - 69	5 - 5
4 · 38	4 - 46	4 – 54	4 · 62	4 - 70	5 - 6
4 - 39	4 • 47	4 - 55	4 - 63	4 - 71	5 - 7
Moore A PAINTS	4-48 Moore A PAINTS	Moore A PAINTS	Moore A PAINTS	Moore A PAINTS	Moore PAINTS
		Y	, v-	· · · · · · · · · · · · · · · · · · ·	Y

f	. /)	~ /	UNIVERSAL COL	OR SYSTEM
5 – 14	5 – 22	5 – 30	5-38	5 - 46	5 – 54
5-9	5 – 17	5 – 25	5 – 33	5 – 41	5 – 49
5-10	5 – 18	5 – 26	5 – 34	5 – 42	5 – 50
5-11	5 – 19	5 – 27	5 – 35	5 – 4 3	5 – 51
5-12	5-20	5 – 28	5 – 36	5-44	5 – 52
†30-26	† 30 – 23	† 30 – 29	†30 – 38	†30 – 38	† 30 – 30
5 – 13	5 – 21	5 – 29	5 – 37	5 – 45	5 – 53
5 – 14	5 – 22	5-30	5 – 38	5 – 46	5 – 54
5 – 15	5 – 23	5 – 31	5 – 39	5 – 47	5 – 5 5
5 - 16	5 – 24	5 – 32	5 – 40	5 – 48	5 – 56
Moore A: PAINTS	Moore A PAINTS				

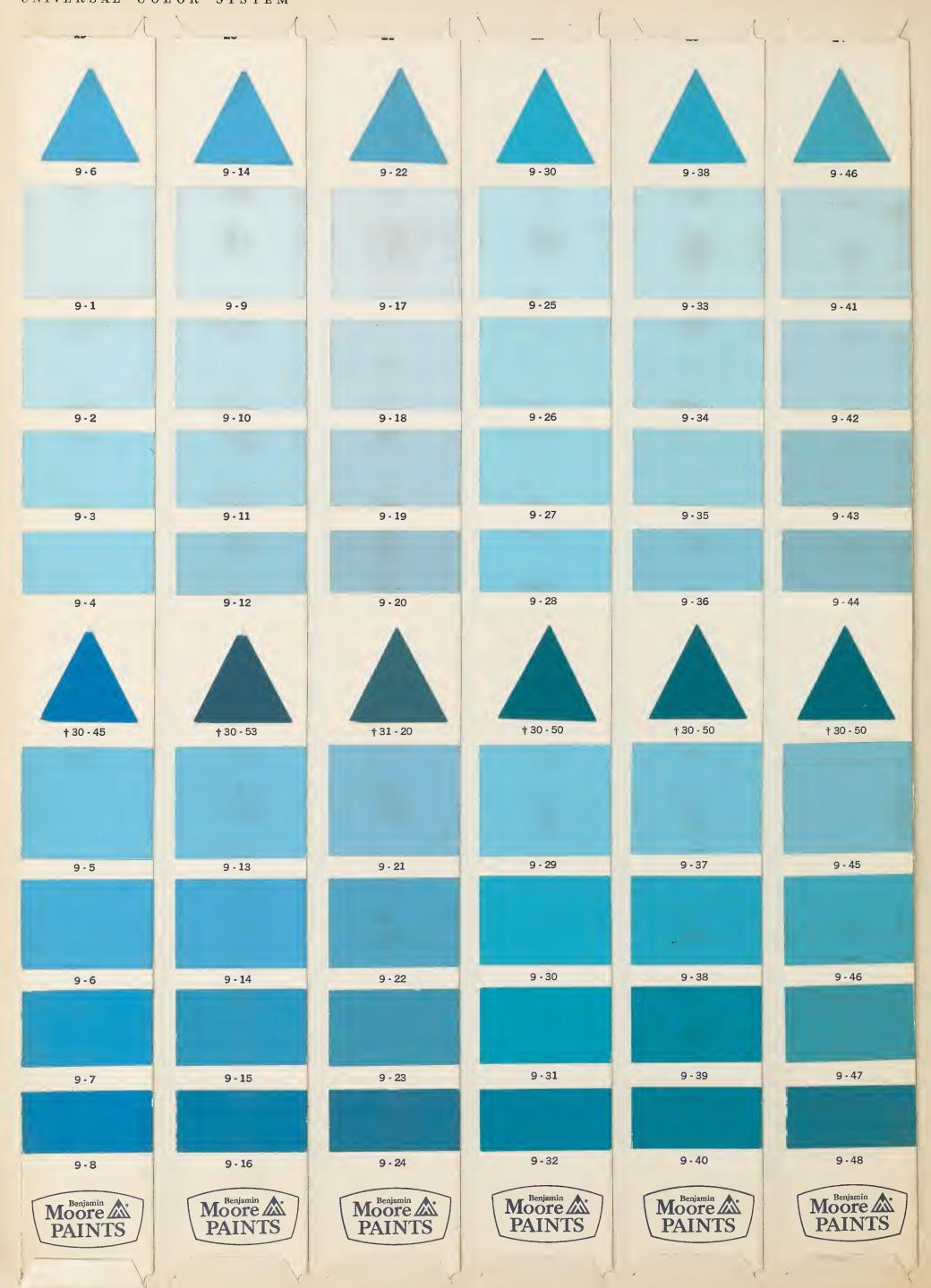


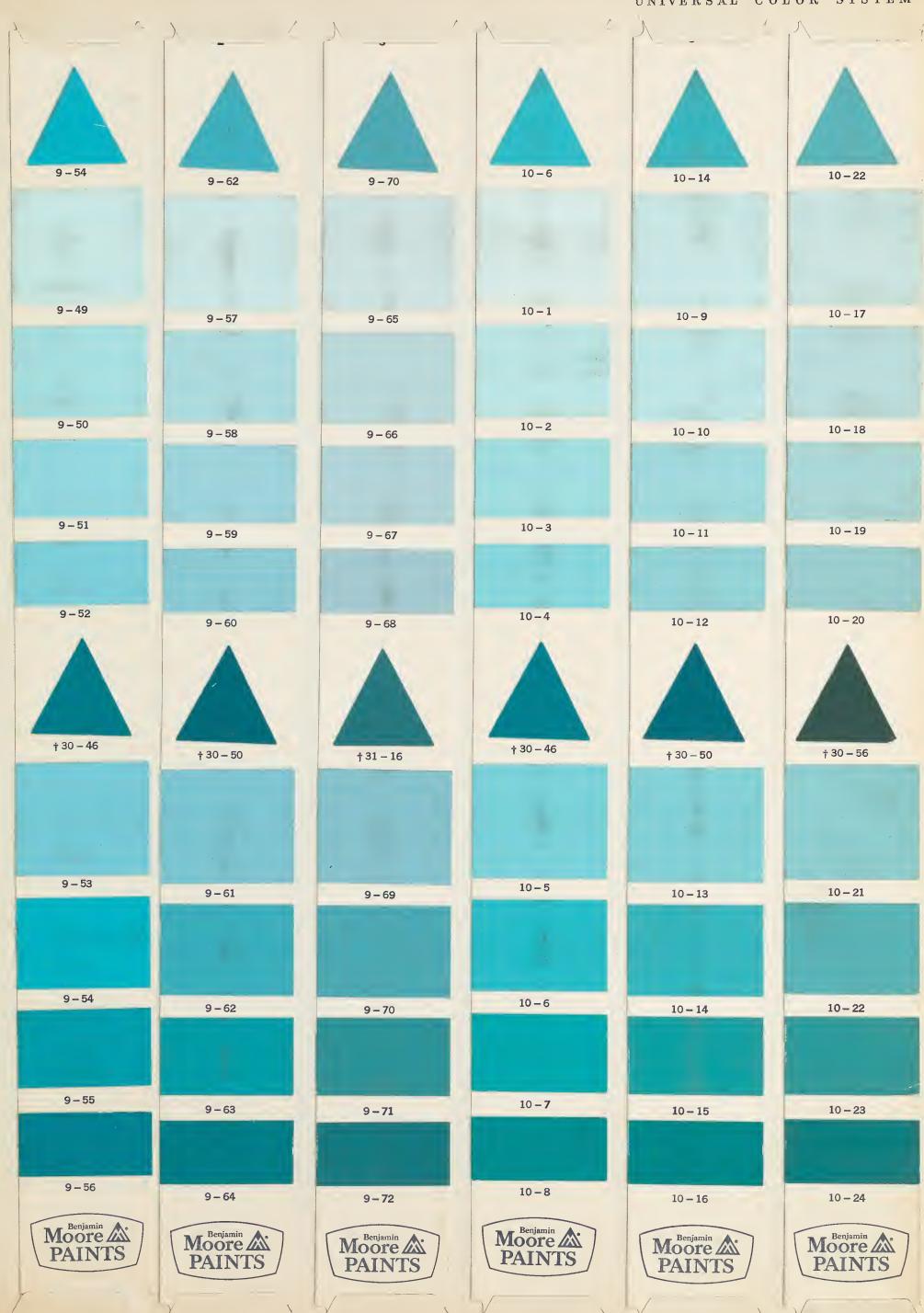


UNIVERSAL CO	LOR SYSTEM	,	\ (\ (\
7 - 38	7 – 54	7 - 62	7 - 70	8-14	8 - 22
7-33	7 - 49	7 - 57	7 - 65	8 · 1	8 - 17
7 - 34	7 - 50	7 - 58	7 - 66	8 - 2	8 - 18
7 - 35	7 - 51	7 - 59	7 - 67	8 - 3	8 - 19
7 - 36	7 - 52	7 - 60	7 - 68	8 - 4	8 - 20
† 31 - 19	† 30 - 48	† 30 - 52	† 30 - 52	† 30 - 48	† 30 - 52
7 - 37					8 - 21
	7 - 53	7 - 61	7 - 69	8 - 13	
7 · 38	7 - 54	7 - 62	7 - 70	8 - 14	8 - 22
7 - 40	7 - 55	7 - 63	7 - 71	8 - 15 8 - 16	8 - 23
Moore A PAINTS	Moore A PAINTS	Moore A: PAINTS	Moore A PAINTS	Moore A PAINTS	Moore A PAINTS
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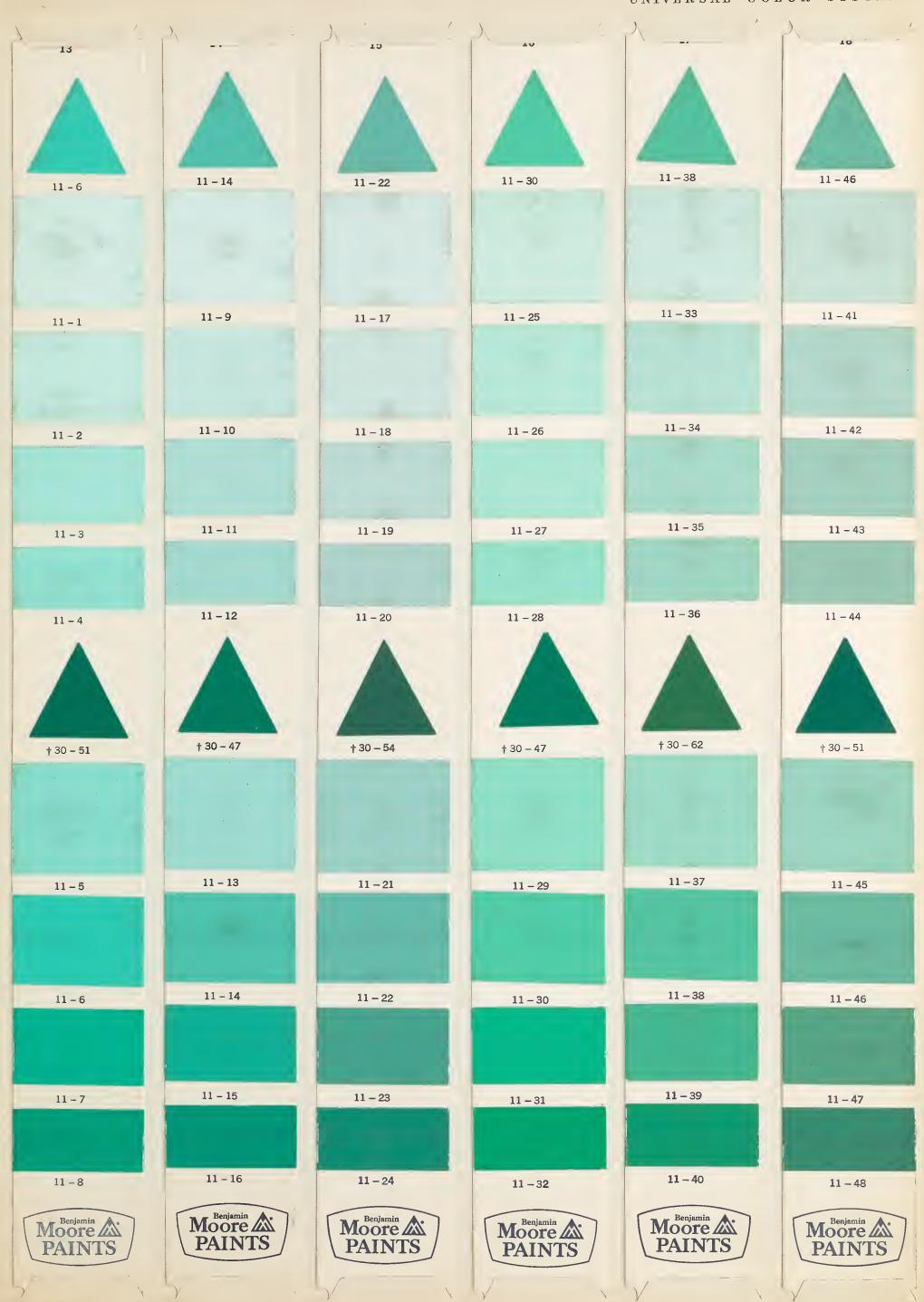


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7 11 9 10 - 70 10 - 38 10 - 54 10 - 62 10 - 30 10 - 46 10 - 65 10 - 49 10 - 33 10 - 57 10 - 25 10 - 41 10 - 66 10 - 34 10 - 50 10 - 58 10 - 26 10 - 42 10 - 67 10 - 51 10 - 59 10 - 35 10 · 27 10 - 43 10 - 68 10 - 52 10 - 60 10 - 36 10 - 28 10 - 44 †30-51 † 31 - 17 † 30 - 51 † 30 - 47 **†** 30 - 54 † 30 - 54 10 - 69 10 - 53 10 - 61 10 - 37 10 - 29 10 - 45 10 - 70 10 - 54 10 - 62 10 - 38 10 - 30 10 - 46 10 - 71 10 - 63 10 - 55 10 - 39 10 - 31 10 - 47 10 - 72 10 - 64 10 - 56 10 - 40 10 - 48 10 - 32 Moore & Moore & Moore & Moore & Moore & Moore & **PAINTS PAINTS PAINTS PAINTS PAINTS PAINTS**



MOOR O*MATIC. UNIVERSAL COLOR SYSTEM

UNIVERSAL CO	CLOR SYSTEM		\ (, ,
* 19			22	23	24
11 - 54	11 - 62	11 - 70	12 - 6	12 · 14	12 - 22
11 - 49	11 - 57	11 - 65	12 - 1	12 - 9	12 - 17
				·	
11 - 50	11 - 58	11 - 66	12 - 2	12 · 10	12 - 18
11 - 51	11 - 59	11 - 67	12 - 3	12 - 11	12 - 19
11 - 52	11 - 60	11 - 68	12 - 4	12 - 12	12 - 20
† 30 - 58	† 30 - 57	† 30 - 54	† 30 - 59	† 30 - 58	† 30 - 63
11 · 53	11 - 61	11 - 69	12 - 5	12 · 13	12 - 21
11 - 54	11 - 62	11 - 70	12 - 6	12 · 14	12 - 22
11 - 55	11 - 63	11 - 71	12 - 7	12 - 15	12 · 23
11 - 56	11 - 64	11 - 72	12 - 8	12 - 16	12 - 24
Moore A	Moore &	Moore & PAINTS	Moore &	Moore &	Moore &
PAINTS PAINTS	Moore A PAINTS	PAINTS	PAINTS	PAINTS	PAINTS
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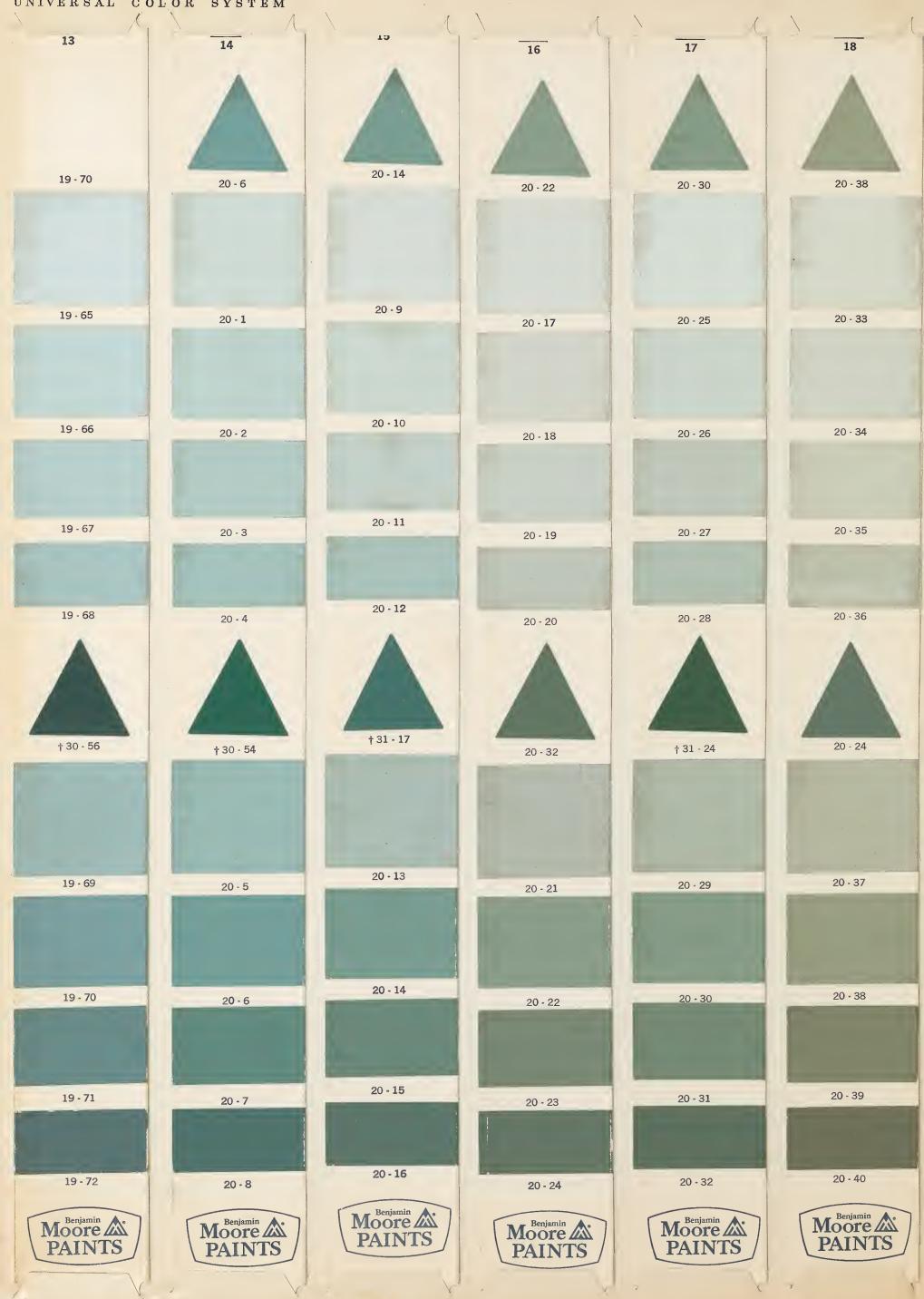


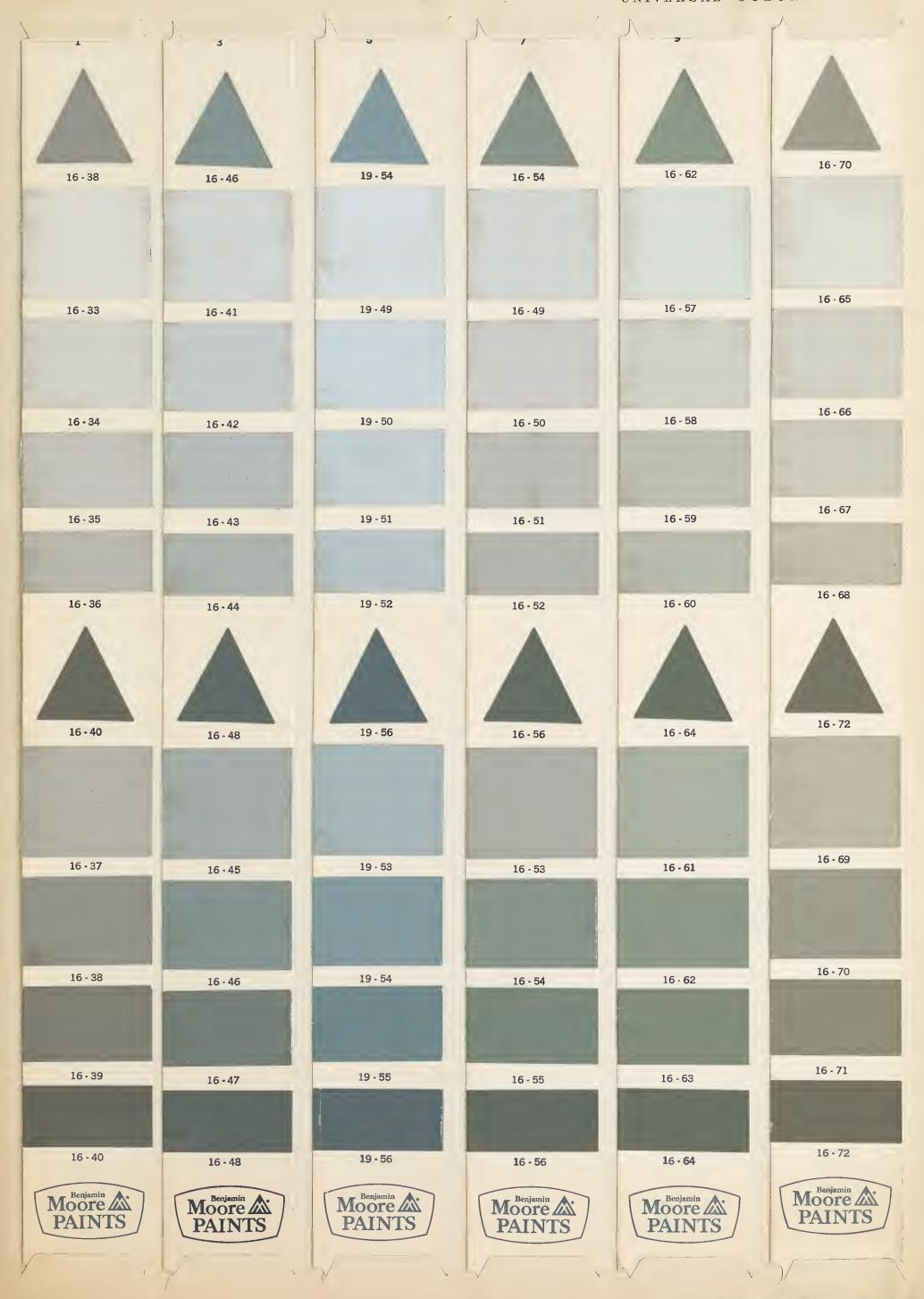




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	18 - 38	18 · 46	18 - 54	18 - 62	18 - 70
<u>C-4</u>	18 - 33	18 - 41	18 - 49	18 - 57	18 - 65
	18 - 34	18 - 42	18 - 50	18 - 58	18 - 66
	18 - 35	18 - 43	18 - 51	18 - 59	18 - 67
	18 - 36	18 - 44	18 - 52	18 - 60	18 - 68 † 30 - 28
	†31-8	731.9	731-3	† 51 - 12	7 30 - 28
<u>C - 5</u>	18 - 37	18 - 45	18 - 53	18 · 61	18 - 69
	18 - 38	18 · 46	18 - 54	18 - 62	18 - 70
	18 - 39	18 - 47	18 - 55	18 - 63	18 - 71
	18 - 40 Moore Apaints	Moore A PAINTS	18 · 56 Moore APAINTS	Moore A PAINTS	18 · 72 Moore Arrange PAINTS







MOOR O*MATIC. UNIVERSAL COLOR SYSTEM

UNIVERSAL	OLOR SYSTEM	· .	.(\.	* (
13		"			
16 - 6	16 - 14	16 - 22	16 - 30	19 - 38	19 - 46
	(
16 - 1	16 - 9	16 - 17	16 - 25	19 - 33	19 - 41
16 - 2	16 - 10	16 - 18	16 - 26	19 · 34	19 - 42
16 - 3	16 - 11	16 - 19	16 - 27	19 - 35	19 - 43
	16 12			10.26	19 - 44
16 - 4	16 - 12	16 - 20	16 - 28	19 - 36	19 - 44
	16 - 16	16 - 24	16 - 32	19 - 40	19 - 48
16 - 8					10.45
16 - 5	16 - 13	16 - 21	16 - 29	19 · 37	19 - 45
16 - 6	16 - 14	16 - 22	16 - 30	19 - 38	19 · 46
					10.47
16 - 7	16 - 15	16 · 2 3	16 - 31	19 - 39	19 - 47
	16 - 16	16 • 24	16 - 32	19 · 40	19 - 48
16-8	20-10	10 • 24	10-32		
Moore & PAINTS	Moore & PAINTS	Moore A PAINTS	Moore A PAINTS	Moore A PAINTS	Moore PAINTS
	· .	1			(-

				UNIVERSAL COL	OR SYSTEM
)\	1	1	
18 - 6	18 - 14	18 - 22	17 - 6	17 - 14	17 - 22
18 - 1	18 - 9	18 - 17	17 - 1	17 - 9	17 - 17
18 - 2	18 - 10	18 - 18	17 - 2	17 - 10	17 - 18
18 - 3	18 - 11	18 - 19	17 - 3	17 - 11	17 - 19
18 - 4	18 - 12	18 - 20	17 - 4	17 · 12	17 - 20
† 31 - 10	† 30 - 13	† 31 - 7	† 31 - 11	† 31 - 11	† 30 - 13
18 - 5	18 - 13	18 - 21	17 - 5	17 - 13	17 - 21
18 - 7	18 - 14	18 - 22	17 - 6	17 - 14	17 - 22
18 - 8	18 - 15	18 · 23 18 · 24	17 - 7 17 - 8	17 - 15	17 · 23
Moore A: PAINTS Available only in REGAL WALL SATIN	Moore A PAINTS	Moore A PAINTS	Moore A PAINTS	Moore & PAINTS	Moore & PAINTS

UNIVERSAL CO	LOR SYSTEM	1	1		1
13			19	21	
17 - 30	17 - 38	17 - 46	17 – 54	17 - 62	17 - 70
17 - 25	17 - 33	17 - 41	17 – 49	17 - 57	17 - 65
		¢			
17 - 26	17 - 34	17 - 42	17 – 50	17 - 58	17 - 66
17 - 27	17 - 35	17 - 43	17 – 51	17 - 59	17 - 67
					17.50
17 - 28	17 - 36	17 - 44	17 – 52	17 - 60	17 · 68
† 30 - 14	† 30 - 14	† 30 - 13	† 30 – 27	† 30 - 14	17 - 64
17 - 29	17 - 37	17 - 45	17 – 53	17 - 61	17 - 69
17 - 30	17 - 38	17 - 46	17 – 54	17 - 62	17 - 70
17 - 31	17 - 39	17 - 47	17 – 55	17 - 63	17 - 71
17 - 32	17 - 40	17 - 48	17 – 56	17 - 64	17 - 72
	Benjamin A.			Benjamin A	Moore &
Moore A PAINTS	Moore PAINTS	Moore A PAINTS	Moore A PAINTS	Moore A PAINTS	PAINTS PAINTS
	,			· ·	√ (

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, ,	\	1)	OR SIBIEM
†30-1	† 30 - 30	4-48	† 31 - 7	16 - 16
• 14 · 4 15 · 5A	• 14 - 9	15 - 10A	• 1 5 - 16	• 14 - 19
• 14 - 3	15 - 12A	15 - 9A	• 15 - 20	• 15 - 17
• 15 - 19 15 - 8A	• 14 - 12	• 14 - 11	15 - 22A	• 15 - 6
15 - 3A 15 - 4A	• 14 - 15	15 - 11A	15 - 20A	• 15 - 3
2 - 56 † 30 - 19	† 30 - 24	17 - 15	† 30 - 14	16 - 32
• 14 - 8	• 14 - 14	• 14 - 6	• 14 - 20	• 14 - 21
• 14 · 13	• 14 - 18	• 14 - 10	• 1 4 - 21	15 - 15A
• 14 - 2 15 - 13A	• 14 - 7	15 - 10A	• 14 - 16	15 - 17A
15 - 6A 15 - 14A	15 - 7A	15 - 8A	15 - 15A	15 - 18A
	Moore &	Moore &	Moore &	Moore &
Moore & Moore &				

Available in gallons only

T Available only in REGAL WALL SATIN, SATIN IMPERVO ENAMEL and SANI-FLAT also REGAL AQUAGLO, REGAL AQUAVELVET, IMPERVO ENAMEL and MOORGARD.

12 - 24†31-9 †30-6 +30-8 +31-25 9 - 24 15 − 5 †31-1 †30-2 † 30 – 4 • 15 - 18 • 14 - 22 • 15 - 9 †31-2 † 30 - 7 † 30 – 5 15 − 14 0 15 - 4 15 − 11 +31-6 † **30** - 25 †30-9 o 15 – 21 15 - 16A15 − 7 † 31 - 10 † 30 - 28 † 30 - 12 15 - 19A 15 **-** 18A 12-6 +30-9 +30-16 +31-3 †31-1 9-39 • 15 - 8 + 30 - 1 +30-3 †30-15 14 − 1 15 − 2 +30-8 • 15 - 13 +30-6 † 30 – 20 15 - 2A• 15 - 1 † 30 – 24 15 − 12 +30-11 +30-10 15 - 1A • 15 - 10 †30-14 † 30 – 27 15 - 21A † 30 - 13 15 - 22• 15 - 15 Moore & Moore & Moore & Moore & Moore & Moore & **PAINTS PAINTS PAINTS PAINTS PAINTS PAINTS**





